

## ORDER



**Orders**  
**Order / Rev:** 724097  
**Alt Order #:** 06389991  
**Product Desc:** AMERICAN CROSSROADS  
**Estimate:** 1271  
**Flight Dates:** 10/25/12 - 11/03/12  
**Original Date / Rev:** 10/22/12 / 10/26/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Crossroads Media/ POL  
**Buying Contact:** Amber Blonden  
**Billing Contact:**  
 88 Canal Center Plaza Suite 555  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crossroads GPS  
**Demographic:** A25-54  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	26	\$66,100.00	\$56,185.00
10/29/12	11/03/12	60	\$148,350.00	\$126,097.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$66,100.00	\$56,185.00	0.00
November 2012	60	\$148,350.00	\$126,097.50	0.00
<b>Totals</b>	<b>86</b>	<b>\$214,450.00</b>	<b>\$182,282.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/26/12	11/02/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	1:00	1	\$5,600.00	P-5	0.00	NM	1	\$5,600.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$5,600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	10/22/12-10/28/12		Tonight Show		1135p-1237a	----F--	1:00		<del>(\$5,600.00)</del>		0.00	NM		
See MG 39.3,39.4 [NA/Oversold]															
Week:		10/29/12	11/04/12	----F--	1		\$5,600.00		0.00						
E 2	WKYC	10/26/12	11/02/12	M-F 2-3p Rachel Ray	CM	2-3p	----F--	1:00	1	\$1,600.00	P-5	0.00	NM	2	\$3,200.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$1,600.00		0.00						
Week:		10/29/12	11/04/12	----F--	1		\$1,600.00		0.00						
E 3	WKYC	10/26/12	11/02/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	----F--	1:00	1	\$600.00	P-5	0.00	NM	2	\$1,200.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$600.00		0.00						
Week:		10/29/12	11/04/12	----F--	1		\$600.00		0.00						
E 4	WKYC	10/26/12	11/02/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm (2:05 XM-2:35 XM)	----F--	1:00	1	\$600.00	P-5	0.00	NM	2	\$1,200.00

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 Alt Order #: 06389991  
 Flight Dates: 10/25/12 - 11/03/12

Advertiser: Crossroads GPS  
 Product Desc: AMERICAN CROSSROADS  
 Estimate: 1271

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$600.00		0.00			
		Week: 10/29/12	11/04/12	----F--		1				\$600.00		0.00			
E 5	WKYC	10/26/12	11/02/12	M-F 3-4p The Doctors	CM	3p-4p	----F--	1:00	1	\$1,600.00	P-5	0.00	NM	2	\$3,200.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$1,600.00		0.00			
		Week: 10/29/12	11/04/12	----F--		1				\$1,600.00		0.00			
E 6	WKYC	10/26/12	11/02/12	Early Today Early Today	CM	4a-430a	----F--	1:00	1	\$400.00	P-5	0.00	NM	2	\$800.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$400.00		0.00			
		Week: 10/29/12	11/04/12	----F--		1				\$400.00		0.00			
E 7	WKYC	10/26/12	11/02/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	1:00	1	\$750.00	P-5	0.00	NM	2	\$1,500.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$750.00		0.00			
		Week: 10/29/12	11/04/12	----F--		1				\$750.00		0.00			
E 8	WKYC	10/26/12	11/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	1:00	1	\$2,400.00	P-5	0.00	NM	2	\$4,800.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$2,400.00		0.00			
		Week: 10/29/12	11/04/12	----F--		1				\$2,400.00		0.00			
E 9	WKYC	10/26/12	11/02/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	1:00	1	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$5,000.00		0.00			
		Week: 10/29/12	11/04/12	----F--		1				\$5,000.00		0.00			
E 10	WKYC	10/26/12	11/02/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	1:00	1	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$5,000.00		0.00			
		Week: 10/29/12	11/04/12	----F--		1				\$5,000.00		0.00			
E 11	WKYC	10/26/12	11/02/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	1:00	1	\$2,400.00	P-5	0.00	NM	2	\$4,800.00
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$2,400.00		0.00			
		Week: 10/29/12	11/04/12	----F--		1				\$2,400.00		0.00			
E 12	WKYC	10/29/12	10/29/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	1:00	1	\$5,600.00	P-5	0.00	NM	1	\$5,600.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$5,600.00		0.00			
E 13	WKYC	10/29/12	10/29/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$1,600.00		0.00			
E 14	WKYC	10/29/12	10/29/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	M-----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$600.00		0.00			
E 15	WKYC	10/29/12	10/29/12		CM	2xm-3xm	M-----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00

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 Alt Order #: 06389991  
 Flight Dates: 10/25/12 - 11/03/12

Advertiser: Crossroads GPS  
 Product Desc: AMERICAN CROSSROADS  
 Estimate: 1271  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today Show Overnight															
Today Show Overnight															
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$600.00		0.00						
E 16	WKYC	10/29/12	10/29/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,600.00		0.00						
E 17	WKYC	10/29/12	10/29/12	Early Today Early Today	CM	4a-430a	M-----	1:00	1	\$400.00	P-5	0.00	NM	1	\$400.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$400.00		0.00						
E 18	WKYC	10/29/12	10/29/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	1:00	1	\$750.00	P-5	0.00	NM	1	\$750.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$750.00		0.00						
E 19	WKYC	10/29/12	10/29/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,400.00		0.00						
E 20	WKYC	10/29/12	10/29/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$5,000.00		0.00						
E 21	WKYC	10/29/12	10/29/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$5,000.00		0.00						
E 22	WKYC	10/29/12	10/29/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$2,400.00		0.00						
E 23	WKYC	10/27/12	11/03/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	-----S-	1:00	1	\$600.00	P-5	0.00	NM	2	\$1,200.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$600.00		0.00						
Week:		10/29/12	11/04/12	-----S-	1		\$600.00		0.00						
E 24	WKYC	10/27/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	1:00	1	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$5,000.00		0.00						
Week:		10/29/12	11/04/12	-----S-	1		\$5,000.00		0.00						
E 25	WKYC	10/27/12	11/03/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	1:00	1	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
CH. 3 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$5,000.00		0.00						
Week:		10/29/12	11/04/12	-----S-	1		\$5,000.00		0.00						
E 26	WKYC	10/28/12	10/28/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	-----S	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 724097  
 Alt Order #: 06389991  
 Flight Dates: 10/25/12 - 11/03/12

Advertiser: Crossroads GPS  
 Product Desc: AMERICAN CROSSROADS  
 Estimate: 1271  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	WKYC	10/28/12	10/28/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	-----S	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$600.00		0.00			
E 27	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	1:00	1	\$6,000.00	P-5	0.00	NM	1	\$6,000.00
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$6,000.00		0.00			
E 28	WKYC	10/28/12	10/28/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
CH. 3 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$5,000.00		0.00			
E 29	WKYC	10/25/12	11/01/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	1:00	1	\$5,600.00	P-5	0.00	NM	2	\$11,200.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$5,600.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$5,600.00		0.00			
E 30	WKYC	10/25/12	11/01/12	M-F 2-3p Rachel Ray	CM	2-3p (2:00 PM-3:00 PM)	---T---	1:00	1	\$1,600.00	P-5	0.00	NM	2	\$3,200.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,600.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$1,600.00		0.00			
E 31	WKYC	10/25/12	11/01/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	---T---	1:00	1	\$600.00	P-5	0.00	NM	2	\$1,200.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$600.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$600.00		0.00			
E 32	WKYC	10/25/12	11/01/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	---T---	1:00	1	\$600.00	P-5	0.00	NM	2	\$1,200.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$600.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$600.00		0.00			
E 33	WKYC	10/25/12	11/01/12	M-F 3-4p The Doctors	CM	3p-4p	---T---	1:00	1	\$1,600.00	P-5	0.00	NM	2	\$3,200.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,600.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$1,600.00		0.00			
E 34	WKYC	10/25/12	11/01/12	Early Today Early Today	CM	4a-430a	---T---	1:00	1	\$400.00	P-5	0.00	NM	2	\$800.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$400.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$400.00		0.00			
E 35	WKYC	10/25/12	11/01/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	1:00	1	\$750.00	P-5	0.00	NM	2	\$1,500.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$750.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$750.00		0.00			
E 36	WKYC	10/25/12	11/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	1:00	1	\$2,400.00	P-5	0.00	NM	2	\$4,800.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$2,400.00		0.00			

Order / Rev: 724097  
 Alt Order #: 06389991  
 Flight Dates: 10/25/12 - 11/03/12

Advertiser: Crossroads GPS  
 Product Desc: AMERICAN CROSSROADS  
 Estimate: 1271  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 36	WKYC	10/25/12	11/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	1:00	1	\$2,400.00	P-5	0.00	NM	2	\$4,800.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$2,400.00		0.00						
E 37	WKYC	10/25/12	11/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	1:00	1	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$5,000.00		0.00						
Week:		10/29/12	11/04/12	---T---	1		\$5,000.00		0.00						
E 38	WKYC	10/25/12	11/01/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	1:00	1	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$5,000.00		0.00						
Week:		10/29/12	11/04/12	---T---	1		\$5,000.00		0.00						
E 39	WKYC	10/25/12	11/01/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---T---	1:00	1	\$2,400.00	P-5	0.00	NM	3	\$10,400.00
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$2,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/22/12-10/28/12		M-F 9-10a Today II		9a-10a	---Th----	1:00		<del>(\$2,400.00)</del>		0.00	NM		
See MG 39.3,39.4 [NA/Oversold]															
3	NKYC	10/29/12-11/02/12		M-F 5-6a		5a-6a	MTWThF----	1:00		\$2,400.00		0.00	NM		
Ⓜ MG for 1.1,39.1															
4	NKYC	10/30/12-11/02/12		M-F 6-7a		6a-7a	-TWThF----	1:00		\$5,600.00		0.00	NM		
Ⓜ MG for 1.1,39.1															
Week:		10/29/12	11/04/12	---T---	1		\$2,400.00		0.00						
E 40	WKYC	10/30/12	10/30/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	1:00	1	\$5,600.00	P-5	0.00	NM	1	\$5,600.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$5,600.00		0.00						
E 41	WKYC	10/30/12	10/30/12	M-F 2-3p Rachel Ray	CM	2-3p (2:00 PM-3:00 PM)	-T-----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,600.00		0.00						
E 42	WKYC	10/30/12	10/30/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	-T-----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$600.00		0.00						
E 43	WKYC	10/30/12	10/30/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	-T-----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$600.00		0.00						
E 44	WKYC	10/30/12	10/30/12	M-F 3-4p The Doctors	CM	3p-4p	-T-----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,600.00		0.00						
E 45	WKYC	10/30/12	10/30/12	Early Today Early Today	CM	4a-430a	-T-----	1:00	1	\$400.00	P-5	0.00	NM	1	\$400.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$400.00		0.00						

Order / Rev: 724097  
 Alt Order #: 06389991  
 Flight Dates: 10/25/12 - 11/03/12

Advertiser: Crossroads GPS  
 Product Desc: AMERICAN CROSSROADS  
 Estimate: 1271

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 46	WKYC	10/30/12	10/30/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	1:00	1	\$750.00	P-5	0.00	NM	1	\$750.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$750.00		0.00			
E 47	WKYC	10/30/12	10/30/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,400.00		0.00			
E 48	WKYC	10/30/12	10/30/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$5,000.00		0.00			
E 49	WKYC	10/30/12	10/30/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$5,000.00		0.00			
E 50	WKYC	10/30/12	10/30/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,400.00		0.00			
E 51	WKYC	10/31/12	10/31/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	1:00	1	\$5,600.00	P-5	0.00	NM	1	\$5,600.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$5,600.00		0.00			
E 52	WKYC	10/31/12	10/31/12	M-F 2-3p Rachel Ray	CM	2-3p	--W----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$1,600.00		0.00			
E 53	WKYC	10/31/12	10/31/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	--W----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$600.00		0.00			
E 54	WKYC	10/31/12	10/31/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	--W----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$600.00		0.00			
E 55	WKYC	10/31/12	10/31/12	M-F 3-4p The Doctors	CM	3p-4p (3:00 PM-4:00 PM)	--W----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$1,600.00		0.00			
E 56	WKYC	10/31/12	10/31/12	Early Today Early Today	CM	4a-430a	--W----	1:00	1	\$400.00	P-5	0.00	NM	1	\$400.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$400.00		0.00			
E 57	WKYC	10/31/12	10/31/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	1:00	1	\$750.00	P-5	0.00	NM	1	\$750.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$750.00		0.00			
E 58	WKYC	10/31/12	10/31/12		CM	5a-6a	--W----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00

Order / Rev: 724097  
 Alt Order #: 06389991  
 Flight Dates: 10/25/12 - 11/03/12

Advertiser: Crossroads GPS  
 Product Desc: AMERICAN CROSSROADS  
 Estimate: 1271  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6a											
				Channel 3 News @ 5AM											
				CH. 3 NEWS SUNRISE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- W- - - -			1			\$2,400.00		0.00			
E 59	WKYC	10/31/12	10/31/12	M-F 6-7a	CM	6a-7a	-- W- - - -	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
				Channel 3 News Today @ 6AM											
				CH. 3 NEWS TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- W- - - -			1			\$5,000.00		0.00			
E 60	WKYC	10/31/12	10/31/12	M-F 7-9a Today	CM	7a-9a	-- W- - - -	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- W- - - -			1			\$5,000.00		0.00			
E 61	WKYC	10/31/12	10/31/12	M-F 9-10a Today II	CM	9a-10a	-- W- - - -	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
				Today Show II											
				TODAY SHOW 9-10A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-- W- - - -			1			\$2,400.00		0.00			
													Totals	86	\$214,450.00